

ORDER



KSNV

Orders
Order / Rev: 105002
Alt Order #: 06837952
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/01/12 / 09/17/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America *revised*
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	97	\$40,200.00	\$34,170.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	97	\$40,200.00	\$34,170.00	0.00
Totals	97	\$40,200.00	\$34,170.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	30%	\$40,200.00
Market	100%	\$134,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$34,840.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$25,460.00
KTUD	1%	\$1,340.00
KVVU	20%	\$26,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$5,360.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/10/12	M-F 5-6a WakeUp w/Wa@M	5-6a		MT-T---	:30	3	\$185.002		0.00	NM	3	\$555.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MT-T---			3		\$185.00		0.00				

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/10/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-T---	:30	3	\$185.002		0.00	NM	3	\$555.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MT-T---		3			\$185.00			0.00			
E 2	KSNV	09/04/12	09/10/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$450.002		0.00	NM	4	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		4			\$450.00			0.00			
E 3	KSNV	09/04/12	09/10/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$550.002		0.00	NM	5	\$2,750.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		5			\$550.00			0.00			
E 4	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATURM News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$125.004		0.00	NM	1	\$125.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1			\$125.00			0.00			
E 5	KSNV	09/08/12	09/08/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$150.004		0.00	NM	0	\$0.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1			\$150.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/03/12-09/09/12		Saturday Today		7a-9am	-----Sa--	:30		(\$150.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 7	KSNV	09/09/12	09/09/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$150.004		0.00	NM	1	\$150.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1			\$150.00			0.00			
E 8	KSNV	09/09/12	09/09/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.003		0.00	NM	0	\$0.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1			\$1,300.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/03/12-09/09/12		Meet the Press		8a-9am	-----Su	:30		(\$1,300.00)		0.00	NM		
Unresolved															
[N/A BUMP POLITICAL] N/A BUMP POLITICAL															
E 10	KSNV	09/09/12	09/09/12	Chris Matthews 9:30AM SM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$135.004		0.00	NM	1	\$135.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1			\$135.00			0.00			
E 11	KSNV	09/04/12	09/10/12	M-F Today Show II 3rd HourM M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		5			\$200.00			0.00			
E 12	KSNV	09/04/12	09/10/12	M-F Today Show III 4th HourM Today 4th Hour	CM	10am-11am	M-WT---	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	M-WT---		3			\$200.00			0.00			
E 13	KSNV	09/04/12	09/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
RACHEL RAY															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KSNV	09/04/12	09/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$200.00		0.00				
E 14	KSNV	09/04/12	09/10/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$175.003		0.00	NM	4	\$700.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$175.00		0.00				
E 15	KSNV	09/04/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	4	\$100.003		0.00	NM	4	\$400.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$100.00		0.00				
E 16	KSNV	09/04/12	09/10/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$200.003		0.00	NM	5	\$1,000.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$200.00		0.00				
E 17	KSNV	09/04/12	09/10/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	4	\$85.004		0.00	NM	4	\$340.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$85.00		0.00				
E 18	KSNV	09/04/12	09/10/12	Dr. Phil Dr. Phil	CM	3-4p	MTWTF--	:30	4	\$150.004		0.00	NM	4	\$600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$150.00		0.00				
E 19	KSNV	09/04/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$225.003		0.00	NM	5	\$1,125.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$225.00		0.00				
E 20	KSNV	09/04/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MT--TF--			4		\$300.00		0.00				
E 21	KSNV	09/04/12	09/10/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.003		0.00	NM	5	\$1,875.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MT--TF--			5		\$375.00		0.00				
E 22	KSNV	09/08/12	09/08/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$150.004		0.00	NM	1	\$150.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$150.00		0.00				
E 24	KSNV	09/04/12	09/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M---F--	:30	2	\$725.002		0.00	NM	2	\$1,450.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	M---F--			2		\$725.00		0.00				
E 28	KSNV	09/08/12	09/08/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$150.004		0.00	NM	1	\$150.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$150.00		0.00				
E 30	KSNV	09/10/12	09/10/12		CM	8-10pm	M-----	:30	1	\$1,500.003		0.00	NM	1	\$1,500.00

Advertiser:	Obama for America
Product Desc:	OBAMA FOR AMERICA
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon PR 8-10p											
				Monday Prime 8-10pm											
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$1,500.00		0.00			
E 31	KSNV	09/05/12	09/05/12	NFL Football	CM	1P-9PM	--W----	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
				NFL Football											
				NFL OPENING GAME DALLAS @ NY GIANT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---W----					1	\$4,000.00		0.00			
E 32	KSNV	09/08/12	09/08/12	Sat PR 9-10p	CM	9-10pm	-----S-	:30	1	\$350.00	4	0.00	NM	1	\$350.00
				Saturday Prime 9-10pm											
CRIMETIME ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
E 33	KSNV	09/09/12	09/09/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$600.00	4	0.00	NM	1	\$600.00
				NFL Pre-Game											
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$600.00		0.00			
E 34	KSNV	09/09/12	09/09/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
				NFL Football											
SUN NT FB: PIT @ DEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$4,000.00		0.00			
E 36	KSNV	09/04/12	09/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$400.00		0.00			
E 39	KSNV	09/04/12	09/10/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$250.00	2	0.00	NM	5	\$1,250.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$250.00		0.00			
E 40	KSNV	09/04/12	09/10/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	5	\$100.00	2	0.00	NM	5	\$500.00
				Late Night w/Fallon											
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--					5	\$100.00		0.00			
E 41	KSNV	09/08/12	09/08/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$400.00	4	0.00	NM	1	\$400.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$400.00		0.00			
N 42	KSNV	09/05/12	09/06/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN--WT---		:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				Jeopardy in Prime											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	--WT---					2	\$725.00		0.00			
N 57	KSNV	09/08/12	09/08/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$500.00	4	0.00	NM	1	\$500.00
				Saturday Prime 10-11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$500.00		0.00			
N 58	KSNV	09/09/12	09/09/12	Dateline AN	CM	12-3am	-----S	:30	1	\$45.00	3	0.00	NM	1	\$45.00
				Dateline NBC AN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$45.00		0.00			
N 60	KSNV	09/05/12	09/06/12	Wake Up Early w/ Wagner	CM	430a-5a	--WT---	:30	3	\$50.00	3	0.00	NM	3	\$150.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Product Desc: OBAMA FOR AMERICA
Estimate: 1536

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 60	KSNV	09/05/12	09/06/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	--WT---	:30	3	\$50.003		0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WT---		3			\$50.00			0.00			
N 61	KSNV	09/05/12	09/05/12	NFL Football NFL Football	CM	1P-9PM	--W----	:30	1	\$6,000.003		0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1			\$6,000.00			0.00			
N 62	KSNV	09/09/12	09/09/12	LAW & ORDER (synd) RIM Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$350.004		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1			\$350.00			0.00			
													Totals	97	\$40,200.00